

ABSTRACTS

Model of Training Participation Social Marketing Health Insurance (JPKM) to Bapel Khairul Amin Martapura , Banjar Regency,

by Mutaim,2005

To reach vision of Healthy Indonesia 2010, have been formulated 4 pillar of strategy to development of health sector where one of that strategy is Health Insurance (JPKM). JPKM, basically is ordering of health financing system by supporting and participation society to strengthen of society endorsement to get high quality of health care, perfect, familiar principle and pre payment. Main problem at the organizer agency of Khairul Amin where this study is done, Bapel have been not developed optimally yet, Bapel have not yet real correct run various principle JPKM, Because a little Human resources owned and haven't understood about JPKM. The Condition need " transfer of knowledge" in the form of socialization and education at all of related stakeholder in development JPKM. Because of that to be conducted this study with approach training participation model of social marketing to employee of Bapel JPKM Khairul Amen

The purpose of this study is conducted training model of social marketing of health insurance (JPKM) for employee of Bapel JPKM that is hoped can increase , knowledge, attitude and skill of employee of Bapel JPKM of social marketing health insurance program (JPKM)

This study include of Operational Research (OR) that is application of analyse method to assist of policymaker to solve problem directly. This study is done by 2 step, those are first step is survey, in order to explore problems exist in both intern and also extern factor and second step the study is experiment method with pretest- posttest design without control. Items of Intervention is concept and application of social marketing of health insurance (JPKM) in society. Sum of sample are 20 persons who have handled Bapel JPKM Khairul Amen, Martapura. Duration of study are 3 months (March - May 2005).

Result of study indicate that model of participation training can increase knowledge of training participant of about Social marketing of Health insurance (JPKM) significantly ($p < 0,00$). About attitude of participant is very agree to become social marketing employee of JPKM, significantly ($p < 0,00$). Result of observe of skilled employee of Bapel Khairul Amen in social marketing of Health Insurance (JPKM) in society., 2005, have good about 60 - 95%, what previously have never done marketing of according to marketing theory, the employee can make a planning marketing comprehensive and correctly (80 %) From the study in social marketing of JPKM can be conclusion good result (75 - 90 %).

Conclusion of this study is with model of participation training can increase knowledge, attitude and skilled of participant of training about Social marketing of JPKM at Bapel Khairul Amen, significantly ($p < 0,00$). Suggested required in the future study about influence of social marketing to improvement of participant coverage of bapel Health Insurance(JPKM)

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Keyword : Training Partisipation Model, Social Marketing, Health Insurance (JPKM)

EXECUTIVE SUMMARY

Model of Training Participation Social Marketing Health Insurance (JPKM)to Bapel Khairul Amen Martapura , Banjar Regency,

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This Bapel of Khairul Amin is selected] as area of research because : Never conducted with participation training model, potency of Society being based on religion

can be moved with Religion Leader, Coverage of Health insurance member still little and Bapel relative newly potential so that to be improved. Analysis of Data by descriptive and analytic For the data analysed analytically will be tested by t-test by using SPSS program.

Result of study indicate that model of participation training can increase knowledge of training participant of about Social marketing of Health insurance (JPKM) significantly ($p < 0,00$). Because Mostly the participant is actor of bapel of JPKM and have a graduated of college (d1-S1) about 15 people (75%), so that easy to accept the material of training. About attitude of participant is very agree to become social marketing employee of JPKM, significantly ($p < 0,00$). Result of observe of skilled employee of Bapel Khairul Amen in social marketing of Health Insurance (JPKM) in society., 2005, have good about 60 - 95%, what previously have never done marketing of according to marketing theory, the employee can make a planning marketing comprehensive and correctly (80%) From the study in social marketing of JPKM can be conclusion good result (75 - 90%).

The matter is caused intrinsic factor, for example knowledge, awareness and also the readily attitude in conducting social marketing of JPKM support execution marketing of optimal JPKM. External factor is available of facility and structure in bapel, there is support and advice from Health Office of Banjar Regency and also there is support of Local Government in providing good enough fund to can conduct to marketing and also the other activity

Conclusion of this study is with model of participation training can increase knowledge, attitude and skilled of participant of training about Social marketing of JPKM at Bapel Khairul Amen, significantly ($p < 0,00$). Suggested required in the future study about influence of social marketing to improvement of participant coverage of bapel Health Insurance(JPKM)

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